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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/903,985	07/13/2001	Lilly Mae Vega	BIDF.0001	2247
22885	7590	03/31/2005	EXAMINER	
MCKEE, VOORHEES & SEASE, P.L.C.			SHERR, CRISTINA O	
801 GRAND AVENUE			ART UNIT	PAPER NUMBER
SUITE 3200			3621	
DES MOINES, IA 50309-2721				

DATE MAILED: 03/31/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

 Office Action Summary	Application No.	Applicant(s)	
	09/903,985	VEGA, LILLY MAE	
	Examiner	Art Unit	
	Cristina Owen Sherr	3621	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Office Action Summary

Application No.

09/903 985

Examiner

Cristina Owen Sherman

1 Applicant/s

VEGA JULY MAP

3621

Based for Reply:

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

Status

1) Responsive to communication(s) filed on 23 December 2004.
2a) This action is **FINAL**. 2b) This action is non-final.
3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-73 is/are pending in the application.
4a) Of the above claim(s) 71-73 is/are withdrawn from consideration.
5) Claim(s) _____ is/are allowed.
6) Claim(s) 1-70 is/are rejected.
7) Claim(s) _____ is/are objected to.
8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

- Certified copies of the priority documents have been received.
- Certified copies of the priority documents have been received in Application No. _____.
- Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a))

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No./eMail Date

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____ .

5) Notice of Informal Patent Application (PTO-152)

DETAILED ACTION

1. This communication is in response to Applicant's Amendment filed December 23, 2004.
2. Claims 71-73 have been canceled. Claims 1-70 are pending in this case.

Response to Arguments

3. Applicant's arguments with respect to claims 1-70 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

5. Claims 1-70 are rejected under 35 U.S.C. 103(a) as being unpatentable over Fisher et al (US 5,835,896) in view of Zandi (US 5,966,699).

6. As per claims 1- 70 –

7. Fisher teaches a method of preparing and presenting bid auction information in an auction with a products marketplace. Fisher also teaches compiling a bid table of accepted and rejected bids and posting the top bids in the bid chart as well as a website introduction screen(homepage) and interactive activity with rules, bids and/or offers as well as encrypting the member's (participant's) ID as well as setting opening and closing dates for the auction and confirming sales with top bidders through e-mail and voice communications as well as sales displays and images. Fisher further teaches a

merchandise showroom and a bidding process for the items in the showroom as well as a tabulation of the member's account activity. (e.g. col 4 ln 30 – col 5 ln 30).

8. Zandi teaches filtering as well as state transitions of live and silent auctions, client registration protocols and category and inventory selection as well as status messages and bid messages. Zandi further teaches updating the auction screen in the client real time auction and checking user for authorization as well as bid submission and auction termination as well as flash text. (e.g. col 2 ln 10 – col 3 ln 35).

9. It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Fisher in view of Zandi and to apply these specifically to services to teach applicant's disclosure. The motivation to combine is to teach an electronic auction with bidders that brings the time efficiency of a live auction to remote bidders over the Internet as enunciated by Zandi.

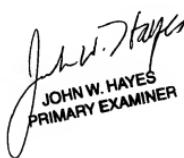
10. Examiner's note: Examiner has cited particular columns and line numbers in the references as applied to the claims above for the convenience of the applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may be applied as well. It is respectfully requested from the applicant, in preparing the responses, to fully consider the references in entirety as potentially teaching all or part of the claimed invention as well as the context of the passage as taught by the prior art or disclosed by the examiner.

Conclusion

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cristina Owen Sherr whose telephone number is 703-305-0625. The examiner can normally be reached on 8:30-5:00 Monday through Friday.

12. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell can be reached on 703-305-9768. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

13. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



JOHN W. HAYES
PRIMARY EXAMINER